



# MARKETING AMERICA'S ARMY JULIA BOBICK

United States Army Recruiting Command G-5  
Marketing, Partnerships & Outreach Directorate

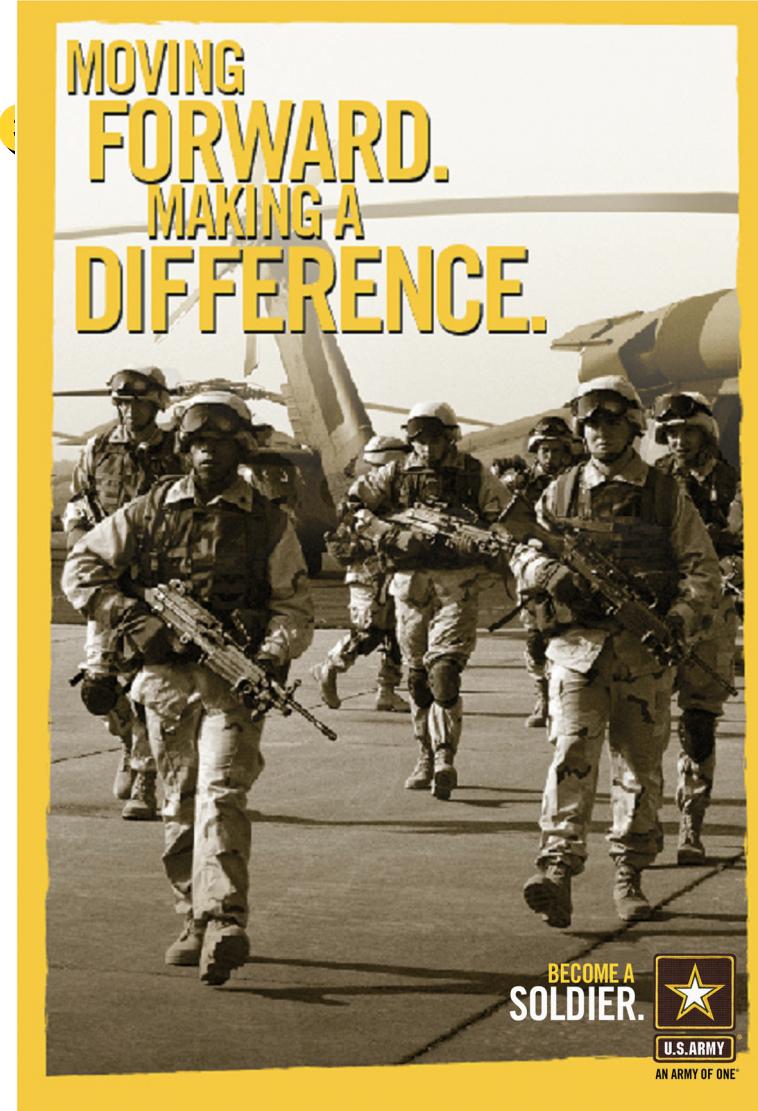
# Marketing Communications Campaign Goals

- ★ Motivate Prospects to Join the Army and Army Reserve
- ★ Generate Leads for Recruiters
- ★ Motivate Prospects and Influencers to Be More Receptive and To Seek More Information
- ★ Provide Information About the Benefits of Army Service
- ★ Maintain Top-of-Mind Awareness Levels
- ★ Overcome Sales Resistance
- ★ Promote a Positive Attitude About Army Service

# AN ARMY OF ONE

- ★ This campaign is based on quantitative and qualitative research
- ★ It tackles, head on, the basic misconceptions that hinder recruiting, such as  
“the Army is not a place I want to be”
- ★ The marketing plan recognizes the Army's ongoing dual needs
  - ★ Put people in boots now
  - ★ Improve long-term recruiting propensity and accession by getting the Army into a young person's consideration set

Personal growth, opportunity, and pride: The U.S. Army provides life experiences like no other job can.



# Implications

- Communicate Reality; in my world, my media, in my language - “peer to peer”
- Young adults do have a “Me/Now” mindset - but also want more - to be part of something important
- Army benefits go well beyond money
  - The Army invests in each Soldier - teaching life skills
    - Leadership, Teamwork, Values
- Deliver the right message to the right audience
  - Positioning Statement: “Being a Soldier strengthens you today and for the future because the Army develops your potential through relevant and challenging training, shared values and personal experience. Soldiers consistently take pride in making a difference for themselves, their families and the Nation.
- “An Army of One” recognizes the unique talents that Soldiers possess, while at the same time, it implies the combined strength that these individuals together create when united under one mission with one set of goals.

# Target Audience

- Prospects: Youth ages 17-24 with emphasis on segments that emerge from on-going research
- Influencers: Adults 35-54 who are the primary influencers of the target youth, with emphasis on their parents
- Internal Audience: Those presently serving in the Army with emphasis on recruiters



# An Army of One Campaign

## Summary

### Totally integrated campaign

- **National advertising centered around goarmy.com (drive traffic to the Web site/chat room)**
  - Online basic training vignettes (Webisodes) speak to barriers of enlistment and provide prospects with testimonials from their peers
  - New goarmy site launched July 04
- **Local advertising is used to drive traffic to the recruiting station or recruiting event**
- **Media On-line Placement System (MOPS)**
  - Provides Bdes and BNs with ability to create-place-purchase-and track Local Advertising (radio-print-events-theater-exhibit space)
  - MOPS currently stocks more than 600 ads

Army Of One

17 Members

mr\_williams ms-silva hdgggy1x Carlos Dan Eric geo hagmos infantry\_07

<Carlos> MOS is the Recon  
<Eric> hello  
<ms-silva> pao welcome  
<Carlos> MOS0321  
<Carlos> right  
<ms-silva> never welcome  
<mr\_williams> eric hello  
<neverscared> how long does it take for a re code waiver to be approved?

SEND ChatSpace

HOME ★ ABOUT THE ARMY ★ CAREERS & JOBS ★ BENEFITS

## For Parents

▶ Overview  
Questions & Answers  
Meet the Families  
Using GoArmy.com



### Overview

#### IS THE ARMY A GOOD OPTION FOR MY SON OR DAUGHTER?

By serving the country and protecting our freedoms, your son or daughter will be building a better future for others as well as for him or herself. A future full of pride, honor and opportunities.

But the benefits don't end there. Your son or daughter can also earn money for college, gain training in a multitude of skill areas, receive excellent healthcare benefits and take advantage of a wide variety of career options, just to name a few.

#### THE ARMY CELEBRATES HISPANIC HERITAGE MONTH



Join the Army in celebrating Hispanic Heritage Month – September 15th through October 15th.

★ Learn More □ ★

#### QUESTIONS & ANSWERS

When the time comes to have that important discussion with your son or daughter, we want you to have the facts. This section will give you straight answers to your tough questions.

• [Decision to Join](#)

HOME ★ ABOUT THE ARMY ★ CAREERS & JOBS ★ BENEFITS ★ SOLDIER LIFE

**What's it like being a Soldier?**

Basic Combat Training  
Life on Post  
At Work & During Free Time  
More...

**How does the Army work?**

**What jobs does the Army offer?**

**How are the benefits?**

**BASIC COMBAT TRAINING**

EXPERIENCE THE JOURNEY FROM CIVILIAN TO SOLDIER

**What Parents Should Know**

Find out if serving the country in the Army is a good option for your son or daughter.

★ [Learn More](#) ★

**Benefits**

Get detailed information on health care and money for education.

★ [See the Benefits](#) ★

**AN ARMY OF**

**FY03 = 11 million visits to Web site**

**252,385 Internet Leads**

**4,529 enlistments**

**YTD FY04 enlistments - 3,827**

**Cyber Chat room leads conversion rate = 22.21%**

**(as of 30 Aug 04)**

# Station Merchandising

Retail environment/Point of Sale serves as:

**“Closer” for in-store purchasing decisions - 74% influence**

**Influencer for impulse purchases - 86% influence**

**Brand reinforcer**

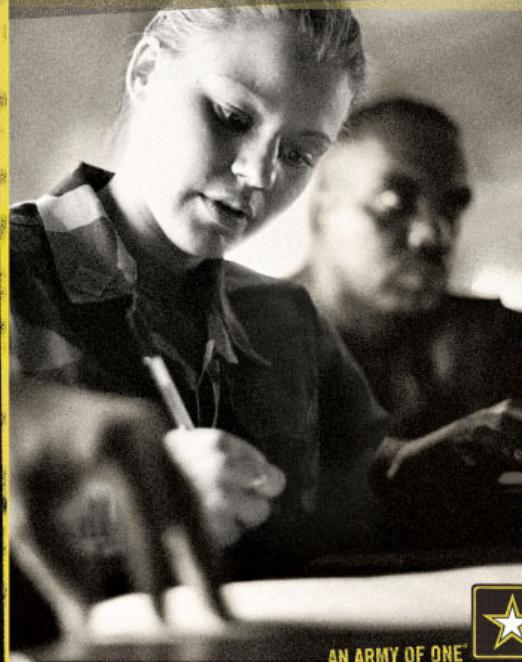
Recruiting Stations must become more focused on the decision-making process



**The objective here is to create an emotional link with the viewer to offer them relevance and understanding. Get the passersby to turn their heads (recall of awareness).**

Sergeant Kandra Arling 73C Finance Specialist

IMAGINE FILLING OUT A JOB APPLICATION AND RUNNING OUT OF ROOM WHERE IT SAYS "EXPERIENCE."



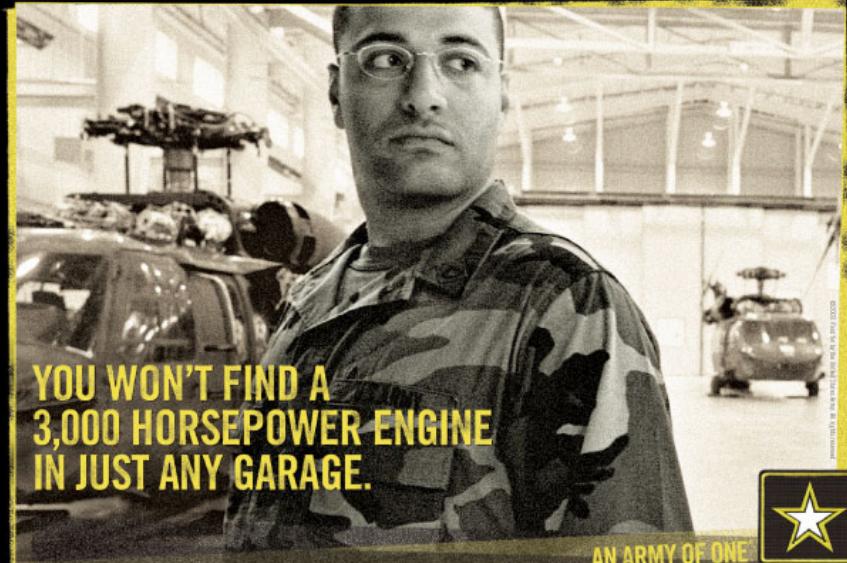
AN ARMY OF ONE

GOARMY.COM • 1-800-USA-ARMY



U.S. ARMY

Private First Class. Tanner Seoud. 688 Aircraft Powerplant Repair.



AN ARMY OF ONE



U.S. ARMY

There are over 200 ways to be a Soldier. Find the right one for you at [GOARMY.COM](http://GOARMY.COM) • 1-800-USA-ARMY

Staff Sergeant. Donald Washington. 110 Infantry.

WHAT'S SO COOL ABOUT WORKING  
ON COMPUTERS IN THE ARMY?  
SOME OF THEM CAN DO SIXTY.



U.S. ARMY

AN ARMY OF ONE

With an integrated thermal weapons sight, GPS and on-the-go central tire inflation system, the 350 horsepower, 19-ton Stryker is basically an armored computer. As a tech support Soldier, I keep the



Stryker's systems up and running. That means the entire Army can stay up and running, too. There are over 200 ways to be a Soldier. Find the right one for you at [GOARMY.COM](http://GOARMY.COM) • 1-800-USA-ARMY



# MEDIA EXPLORER



PR Newswire  
United Business Media



**CNN.com**

SEARCH

The Web CNN.com

Home Page

World

**WORLD**

Home Iraq: After Saddam U.S. World Politics SciTech HealthWatch Entertainment Opinion FREE SIGN UP

**CBSNEWS.com**

July 15, 2003 4:04pm ET

E-MAIL ALERTS. GO TO >



► The Early Show ► CBS Evening News ► 48 Hours ► 60 Minutes ► 60 Minutes II

**60 MINUTES**

BBC i

NEWS

SPORT WEATHER

WORLD SERVICE

A-Z INDEX

SEARCH

Go

Make BBC NEWS my homepage | Help

**BBC NEWS** UPDATED EVERY MINUTE OF EVERY DAY

WORLD EDITION

WATCH/LISTEN TO BBC NEWS

News Front Page



LATEST: German MEP says Italy -

Last Updated: Tuesday, 15 July, 2003, 19:55 GMT 20:55 UK



Iraqis plan war crimes tribunal

The new Governing Council agrees on a tribunal to try war criminals but critics say it cannot be impartial.

- Iraq's most wanted
- UK says Iraq war 'justified'



N Korea 'on path to war with US'

FROM BBC SPORT >>  
Freeman quits athletics

Australia's iconic Olympic 400m champion Cathy Freeman announces her retirement.

Have Your Say

Country Profiles

1

**FOX  
NEWS  
channel**

We Report.  
You Decide.

**Bloomberg.com**

Updated: New York: Jul 15 15:40 London: Jul 15 20:40 Tokyo: Jul 16 04:40

MARKET DATA NEWS & COMMENTARY CHARTS & ANALYSIS BLOOMBERG MEDIA ABOUT BLOOMBERG

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PROFESSIONAL SOFTWARE LOG IN/REGISTER

BLOOMBERG MEDIA: BLOOMBERG TELEVISION

Bloomberg Television  
Launch Video Player  
The Data Screen  
Programming Schedule  
Guests

AMERICAS ASIA EUROPE

Brazil U.S.

**Bloomberg  
TELEVISION**

Look for our new US stocks trading in Europe ticker

This new ticker, labeled "In Europe," includes 31 US stocks that trade on the Frankfurt Stock Exchange, and runs M-F, 5:9:15AM. This ticker runs above another crawl that alternates among NYSE, NASDAQ and AMEX equities.

Levitt at Large

Wednesday, 7/16 at 7:54AM  
Join us Wednesday, 7/16 at 7:54AM on BLOOMBERG TELEVISION for "Levitt at Large". The question we are posing to viewers this week: Now that congress has joined the SEC in investigating how much banks are paying for political contributions, just as much scrutiny of the financial advisors who sell the funds to individuals? What are your thoughts? We'd like to know. Please send them to: asklevitt@bloomberg.net and Mr. Levitt will discuss your opinions and offer a few of his own.

BLOOMBERG TELEVISION

Market Moving News 'Round the Clock

Turn in to Bloomberg throughout the day for up-to-the-minute news from the world's financial markets. Reporters from Bloomberg's worldwide bureaus keep track of the day's market moving news so that you can make the right investment decisions.

**USA  
TODAY**

**The Washington Times**

**REUTERS**

NEWS AND FINANCIAL INTELLIGENCE FROM THE WORLD LEADER

1

# **WHY DOES THE MEDIA WANT TO TALK TO YOU?**

- Because you are a spokesperson
- Because you are in charge
- Because you were there
- Because you are an expert

# **WHY TALK TO THE MEDIA?**

You have an obligation to be accountable.

You have an opportunity to gain public support for the Army.

# 10 ELEMENTS OF NEWS

Consequence  
Immediacy  
Prominence  
Conflict  
Proximity  
Suspense

**The New York Times** (Top Right): Headline: "Israeli Forces Take Aim at Hamas for Third Strike in 24 Hours". Text: "The strike, which killed at least five people, was preceded by a renewed vow by the Israeli leader to crush militants and a threat from Hamas to mount more attacks." (Conflict, Immediacy, Prominence)

**ArmyTimes.com** (Bottom Left): Headline: "Apache shot down in Iraq; crew rescued". Text: "BAGHDAD, Iraq — An Army helicopter gunship was shot down in western Iraq on Thursday, just hours after Air Force fighter jets bombed "a terrorist training camp" in central Iraq. (more)" (Conflict, Proximity, Suspense)

**General News Page** (Bottom Center): Headline: "U.S. Expands Plan for Cargo Inspections at Foreign Ports". Text: "U.S. inspectors will be placed in several Muslim nations to prevent cargo containers from being used to smuggle weapons into the U.S." (Consequence, Emotion, Sex/Morality, Oddity, Progress)

Emotion  
Sex/Morality  
y  
Oddity  
Progress

# EDIA'S VIEW OF THE ARMY

Too Slow

Inaccessible

Biased

Reactive

Bureaucratic

Disdain

Career Enders

Distrust

Liberal

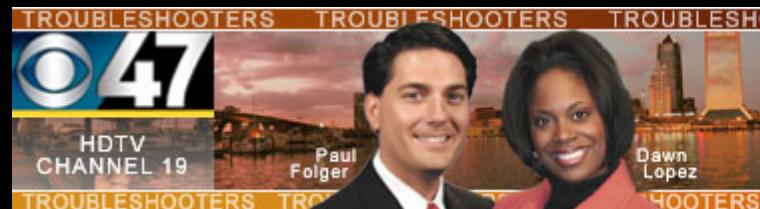
Slanted

# ARMY'S VIEW OF THE MED

# TODAY'S REPORTER



- ❖ **Smart**
- ❖ **Human**
- ❖ **Skeptical**
- ❖ **Loyal - to the Boss & “Public”**
- ❖ **Competitive**
- ❖ **Mission Oriented - “The Story”**
- ❖ **Limited Military Knowledge**



# KNOW YOUR REPORTER

Who is the reporter?

Who else is being  
interviewed?

Who is the ultimate  
audience?

What is the topic?

When is the interview?

How will it be used?

When will the results appear?

Where will the interview take  
place?

How will the interview be  
conducted?

Why is the interview being  
conducted?

# PREPARATION

## **Anticipate difficult questions**

Stay up on current affairs

## **Develop canned answers just in case**

## **Ask your APA staff for Q&As**

## **Know your command messages**

Two types - general and specific

## **Target your audience (who, why, what)**

## **Practice makes perfect** Performance

# CONDUCTING AN INTERVIEW

- Prepare, Prepare, Prepare
- Always Tell the Truth
- Repeat, Repeat, Repeat Key Messages
- Use Everyday Language, Not Jargon
- “I Don’t Know” is Acceptable
- Don’t Use “No Comment”

# **STAY IN YOUR LANE!!**

If you don't have  
responsibility for it,  
don't talk  
about  
it!!



# CRITICAL PA GROUND

## RULES “ON THE RECORD”

Direct Attribution

“Colonel John Smith said today...”

## “BACKGROUND”

Indirect Attribution

“Senior staff officials acknowledged...”

## “OFF THE RECORD”

By prior agreement, information cannot be published or attributed

Information provided for a general understanding of the subject or situation

If you don't want to see it or hear it,

Don't say it!

Watch out for  
personal opinions!

# TRAPS AND TECHNIQUES

	TRAP	TECHNIQUE
<b>Machine gunner</b> <i>barrage of questions</i>	Trying to answer all of the questions.	Choose the question you most want to answer.
<b>Dart thrower</b>	You react angrily, Become negative and lose the chance to deliver the message	Remain calm and positive. Bridge.
<b>Paraphraser</b> <i>"so what you're saying is ..."</i>	Your words are misinterpreted.	Restate your point.
<b>Interrupter</b>	You are continually interrupted until you give in.	Be assertive.

# BRIDGING TRANSITIONS

## Bridge From a Negative to a Positive

*“What I’m really here to talk to you about today is....”*

*“Let’s look at that from another perspective....”*

*“That’s not my area of expertise, but what I can tell you is....”*

*“That reminds me of....”*

# FLAG YOUR MESSAGE

*“The bottom line is....”*

*“The best part about this issue is....”*

*“The three key points are....”*

*“What I really want your viewers to remember is....”*

# WORDS

*Short* 8-second sound bites.

*Simple* Avoid jargon, acronyms, pretentious language.

*Smooth* Rehearse your answer.

*Sweet* Phrase your answers in a positive manner.

# NONVERBAL COMMUNICATION

**PERCEPTION IS REALITY**

**How Audiences Get Their  
Information**

**Words: 10%**

**Voice/Tone: 35%**

**Body Language:  
55%**

# VOICE

Speak slowly and clearly  
Project your voice  
Sound confident, sincere  
Pause before you answer

# BODY LANGUAGE

Open  
Relaxed  
Energetic  
Friendly



# OPENNESS AND ENERGY

Keep your head up.  
Maintain eye contact.  
“Talk” with your hands and face.  
Smile unless the subject is very  
grave.  
Be natural.  
Pep yourself up.

# INTERVIEWS

## ***STANDING***

- Weight evenly distributed, with one foot slightly in front of the other.
- Stand straight with arms at sides when not using them.
- Ignore the mike.
- Don't cross hands in front or back or cross arms.

## ***SEATED***

- Choose appropriate chair.
- Sit up straight, lean slightly forward.
  - Look at the reporter.
  - Talk with your hands.
  - Vary position from time to time.

# APPEARANCE

Check and double check yourself in a mirror.

- Is your uniform correct? (Especially Class As)
- Is your hair within Army standards?
- Is your appearance professional?

# 1 THE ~~10~~ COMMANDMENTS OF COMMUNICATION

1. Be yourself.
2. Be comfortable and confident.
3. Be honest.
4. Be brief.
5. Use humor when appropriate.
6. Be personal.
7. Concentrate.
8. Show energy.
9. Be positive.
10. Show sincerity and concern.

***11. Never Lie.***

# IF YOU REMEMBER NOTHING ELSE...

- Tell It All
- Tell It Fast
- Tell It First

# PA INFORMATION

## <http://hq.usarec.army.mil/apa/index.htm>

The G5 internal site is intended to provide current information on partnerships, communication, education and outreach issues within USAREC.

The site contains current public affairs guidance, and the national recruiting mission talking points for your use.

[www.usarec.army.mil/hq/apa/](http://www.usarec.army.mil/hq/apa/)

The directorate's public site includes national mission talking points.



**United States Army Recruiting Command G5**

**Army Recruiting Regional Public Affairs Offices Directory - PDF**

**U.S. Army Recruiting Command goals**

**Fiscal Year 2004 Missions** (The Fiscal Year is October through September.)

Active Army Mission -- 77,000

Army Reserve Mission -- 21,200

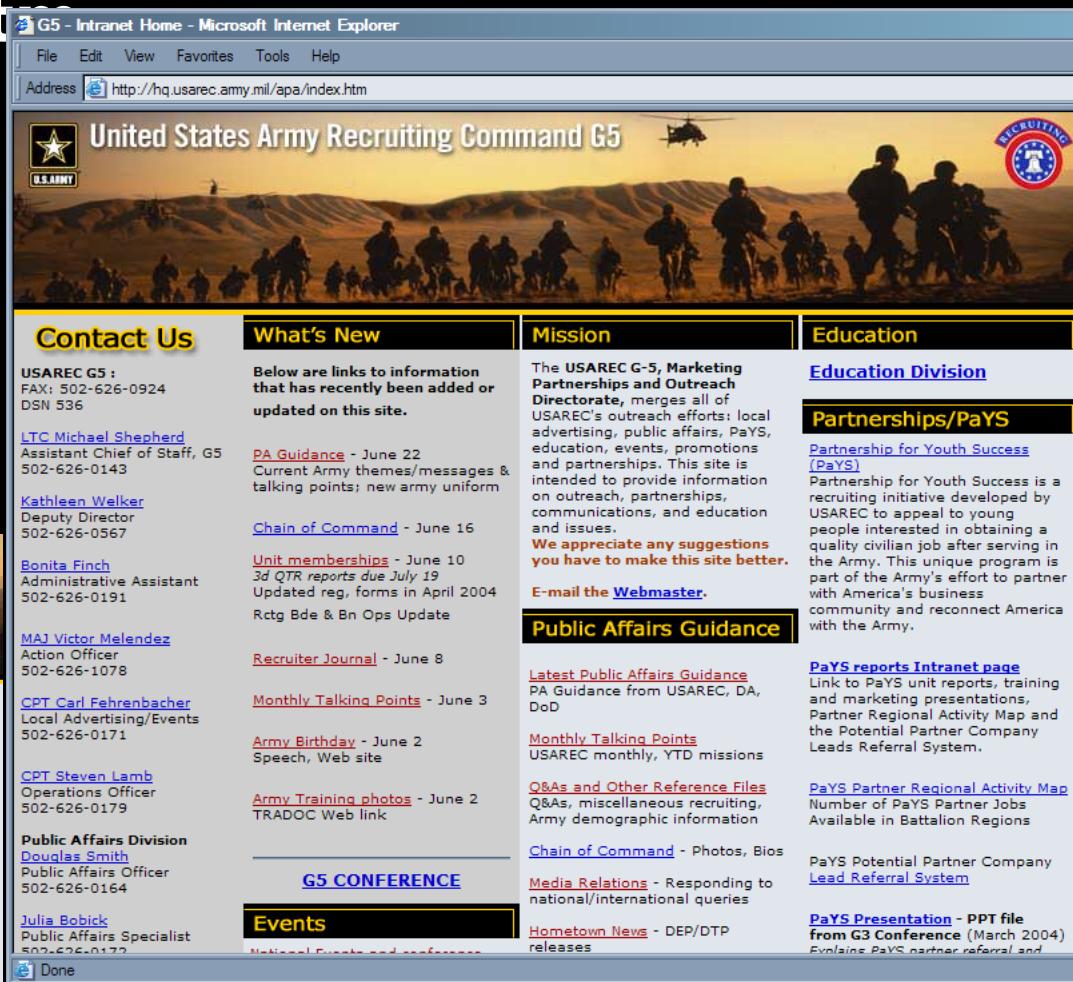
**FY04 Year-to-Date Accomplishments** (through April 2004)

We have recruited 41,467 Soldiers for the Active Army. We have over-achieved our year-to-date mission of 41,352 by 115 enlistments, which puts us at 100.3 percent for the year. We have recruited 9,449 Soldiers for the Army Reserve, exceeding our year-to-date mission of 9,398 by 51. This puts the command at 100.5 percent for the year.

**FY03 Mission Recap:**

The U.S. Army Recruiting Command announced FY 2003 mission success Oct. 2, 2003, marking four years in a row of mission success.

Active Army	Army Reserve
Mission	26,400
Achieved	27,365



**AAC SOD is online at [www.usaac.army.mil/sod/](http://www.usaac.army.mil/sod/)**

# CONTACTING US

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